

A helping hand for US 41 businesses

Construction projects bring about a whole new set of challenges for businesses — that's why we're offering help. WisDOT has created the US 41 Project "In This Together" kit to share successful techniques to help your business remain successful during the construction on US 41. This online kit will supply you with communications tools that will help you advertise your business and keep in touch with your customers and suppliers. The kit contains the following elements, and instructions for using them.

Map locator tool



Help your customers avoid the construction along US 41 and find the best route to your business by placing the map locator tool on your Web site. Follow the steps below to place your business on our interactive map and create custom HTML you can use to place the button (at right) on your Web site.

NOTE: Actual image dimensions are 250 x 200 pixels. Size shown is 200 x 160, which maintains the ratio of 1.25. Once you've downloaded your custom HTML, however, you'll be able to resize the button to suit the space you're working with. Be sure to maintain the 1.25 ratio within the new dimensions.

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{loadposition main}
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US 41 Project "In This Together" kit instructions

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{quickdown:81}
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US 41 Project print ad templates

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{quickdown:36}{quickdown:37}
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{quickdown:39}{quickdown:40}
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US 41 Project print ad examples

US 41 Project Web banner ads

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{quickdown:41}{quickdown:42}
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US 41 Project in-store signage templates

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{quickdown:50}{quickdown:51}
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US 41 Project in-store signage examples

Supplier letter

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US 41 Project radio commercial

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US 41 Project mini communications guide

A guide designed to help businesses both formulate and implement a plan to help them survive and thrive during construction on highway 41

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